Pohanka discovers they're hard to find, even in high-unemployment area

Maryland dealer visits Michigan to recruit technicians

By Francis J. Gawronski
Service Editor

It's not an easy task to find, let alone hire, qualified automotive technicians even in a depressed, high-unemployment area such as Detroit.

John J. Pohanka, head of Pohanka Oldsmobile-Fiat-Honda, found this out in recent visits—the most recent a week ago—to the Motor City in search of technicians for his dealership in Marlow Heights, Md.

For qualified auto technicians, Pohanka said he is offering moving expenses, $15 an hour, a retirement plan and profit sharing.

Considering Detroit's unemployment rate of 17.7 percent, Pohanka figured he would have little trouble finding enough people to fill the 19 service positions he hopes to fill in the next few months.

On his first trip several months ago, Pohanka struck out in his quest for technicians. On the second trip, although some 400 people called and 75 came in for interviews, Pohanka said he managed to "come up with 10 really good prospects, four or five good C-type mechanics and two good apprentice prospects."

On hand to answer telephones and conduct interviews were Mike Sopjack, general service director; Joe Schipono, service manager; and Pohanka's son, Geoffrey, dealership service coordinator.

"It was an exhaustive experience," said Pohanka, 1976 NADA president and founder and former chairman of the National Institute for Automotive Service Excellence. "Because of the many phone calls, we stayed two days instead of the one we planned.

"In all our phone conversations we stressed the standards we were looking for—experienced auto technicians who have passed the NIASE national certification tests," Pohanka said.

"Many of the applicants were certified by the State of Michigan but the state doesn't require the high standards of NIASE," he said. "A technician can be qualified in Michigan and still not be a good technician."

Pohanka said that many of the applicants didn't even know about the NIASE.

"In many cases, even when the technicians were certified in Michigan, we suggested they take the NIASE tests and told them how to go about it," Pohanka said.

"We also described the team concept we use in our service operation and some of the other things we are doing," Pohanka said. "Three or four said they were coming to the dealership to see what we are doing."

Pohanka said he has no trouble hiring technicians in the Washington area to work on Hondas and other imports.

"People in the Washington area are very import-oriented. The young people are driving and working on imports, especially Japanese cars," he said. "The median age of GM's J-car buyers is five years older than Honda buyers.

"In Detroit, it is just the opposite," Pohanka said. "Kids seem more oriented to the domestic cars.

"We weren't looking for it but we found two bright youngsters just out of trade school who probably will come to our dealership on their own and start as apprentices," he said.

"They have passed all the NIASE tests upon finishing school but are just waiting to get the practical experience to get their certifications," Pohanka said.

Pohanka said he thought there was a message from his Detroit trips.

"The message is that qualified technicians are employed, even in high-unemployment areas," he said. "What's more, their pay is good enough that they are not even thinking about relocating to some other part of the country."

Pohanka also expressed concern about the shortage of qualified technicians and the lack of high-quality training programs for automotive technicians. He said that technicians who worked on cars several years ago can't work on today's sophisticated, computerized vehicles.

"I think the real message," he said, "is in the retraining area."

Lawmakers give their views to White House

More curbs on Japanese cars urged

By Jake Kelderman
Washington Staff Writer

WASHINGTON.—In the wake of conflicting reports about what the Reagan Administration will seek of the Japanese in regard to extending current auto export restrictions, congressmen and senators from the nation's auto producing states have begun flooding the White House with recommendations.

Some are specific, some are vague, but in the main they ask the President to consider the plight of the auto industry and act with commensurate resolve in dealing with the Japanese.

Rep. John Dingell, Michigan Democrat, cited an AUTOMOTIVE NEWS report that the Administration would ask for no more than a one-year extension of the current accord.

Dingell urged the President to "heed the advice of the auto industry, labor and U. S. Ambassador for Trade William Brock and instruct him to stand firm in seeking a longer extension of the voluntary agreement and a reduction in the current 1.68 million export limit."

"Dingell says he favors fair trade and fair competition but fears that the Administration is leaning too heavily in favor of the development of high technology, while ignoring or even writing off the nation's basic industries.

"A strong public statement by you would certainly help," Dingell said.

Dingell's senatorial counterparts, Senators Carl Levin and Don Riegle, Michigan Democrats, took a stronger stance and asked Ambassador Brock to request a 25 percent reduction in the current level and an extension of the agreement for two years, e.g. 1.28 million units annually and a March, 1985 expiration date.

The request was made on the eve of Brock's departure for Japan for trade talks.

They were joined by 10 of their colleagues: Senators Joseph R. Biden, Delaware Democrat; Alan J. Dixon, Illinois Democrat; Thomas F. Eagleton, Missouri Democrat; John Heinz, Pennsylvania Republican; Robert W. Kasten Jr., Wisconsin Republican; Richard G. Lugar, Indiana Republican; Howard M. Metzenbaum, Ohio Democrat; William Proxmire, Wisconsin Democrat; William V. Roth Jr., Delaware Republican, and Arlen Specter, Pennsylvania Republican.

They told the President that a cutback to the magnitude they were talking about is equal to "the units and jobs involved in two assembly plants."

In more general terms, 85 House members, led by Rep. Bud Hillis, Indiana Republican, and Rep. Bob Traxler, Michigan Democrat, urged Brock to "hold firm" when negotiating with the Japanese on a new agreement, pointing out that the domestic industry is still "vulnerable."

The Japanese must understand the "importance of becoming more reasonable in their approach" to trade issues, their letter said.

The current level of 1.68 million units is "unacceptably high," they said and warned that unless Japan opens its domestic market and revalues its yen, protectionist sentiment in the Congress will grow.

The only opinion expressed by the domestic industry, via a letter from the MVMA to Brock, said the agreement should be continued with allowances made if the market continues falling and that the dollar-yen relationship should be studied. The MVMA letter did not ask for a two-year extension.

Meanwhile, Tadayoshi Nakazawa, director general of Japan's Ministry of International Trade and Industry, told reporters last week on the eve of Brock's visit that a fourth year of restraint was "out of the question."

Buick's marvelous machine

Buick's new Electronic Product Information Center (EPIC) is designed to display for dealers and customers up-to-the-minute product and sales information in showrooms. A terminal in a dealership is linked to a main computer at Buick in Flint by phone. Buick's EPIC system provides product comparisons, latest option changes, competitive product comparisons, promotional and incentive program information and warranty and maintenance information. It includes a special section for communicating with the dealer sales staff. Buick is pilot testing EPIC, a Telidon-type videotex system, in six dealerships. At upper left, a customer and salesman look over the EPIC system; upper right shows EPIC's main computer menu; lower left depicts the menu of information on the Buick LeSabre; and the lower right photo shows a competitive comparison list for the Century.

1,180,291-unit total Feb. 1 is well below year-earlier level

U. S. new-car inventory climbs to 71½ days

By Richard A. Wright
Assistant Managing Editor

The domestic new-car inventory began climbing again during January and the industry opened February with a 71½-day supply, compared with a 65-day stockpile Jan. 1.

The Feb. 1 stockpile totaled 1,180,291 units, up from 1,125,989 a month earlier. In addition to the higher unit count Feb. 1, a slower sales rate in January than December contributed to the higher days-supply figure.

Growth in the inventory is not unusual for this time of year and compared with a year earlier, when the industry had 1,431,915 new cars in stock Feb. 1, a 97-day supply, the current situation is not alarming.

In fact, many dealers say that should a strong recovery come with spring, they could quickly be short of cars.

• All the corporate makers increased their unit counts during January and all but American Motors boosted their days-supply figures. AMC held steady at a 78-day supply.

General Motors opened February with a 67-day supply, up a bit from 66 days a month earlier. GM continued to be heavier in the smaller-car lines, but was able to build up its big-car stock, which were lean a month earlier.

Ford Motor Co. had a 76-day supply Feb. 1, compared with a 63-day stock a month earlier. Ford dealers were just about out of some of the lines soon to be replaced.

Chrysler Corp. boosted its inventory to an 81-day supply Feb. 1 from a 62-day stock Jan. 1. Volkswagen of America's stockpile advanced from 87 days on Jan. 1 to 100 days Feb. 1.

The Feb. 1 domestic inventory was divided this way: GM, 57.84 percent; Ford Motor Co., 23.65 percent; Chrysler Corp., 12.94 percent; AMC, 3.68 percent, and VWoA, 1.89 percent.

A month earlier, the domestic inventory was divided as follows: GM, 57.68 percent; Ford Motor Co., 23.93 percent; Chrysler Corp., 12.95 percent; AMC, 3.65 percent, and VWoA, 1.79 percent.

By size class, the domestic new-car inventory was in somewhat better balance Feb. 1.

The industry had a 79-day supply of subcompacts, up from 73; a 76-day supply of compacts, up from 65; a 69-day stock of intermediates, up from 66; a 64-day supply of standards, up from 59, and a 65-day stock of luxury cars, up from 47.

The Feb. 1 inventory was divided this way by market segment: Subcompact, 18.85 percent; compact, 22.95 percent; intermediate, 34.52 percent; standard, 16.66 percent, and luxury, 7.02 percent.

A month earlier, the inventory was divided as follows: Subcompact, 19.62 percent; com-

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58th year — No. 4954

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20,799 outlets at beginning of 1983

Domestic dealer total declines for 27th year

Continued from Page 1

about one-third of its 1981 loss.

Elsewhere, there were dips of 271 for Ford Motor Co., 495 for General Motors and 72 for Volkswagen. The AMC-Renault count is up 42 from the AMC-only total of a year ago, but that is because of the addition of the non-dualed Renault locations. Without Renault, the AMC figure slipped for the year.

Putting all the numbers together shows a decline of 843 dealerships. A change in the number of intercorporate duals increased the net loss to 881.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

A word about Honda is in order. Honda builds cars in the U. S., but production is confined to a single model (the Accord four-door sedan) and is limited — about 300-400 units a week, which is only a fraction of Honda sales. Honda dealers are not counted as domestic dealers in this census.

The heavy loss in 1982 was concentrated in the first nine months of the year, which saw 859 dealerships fade away—276 in the first quarter, 280 in the second and 303 in the third.

The fourth quarter showed a definite moderation with a dip of 129 establishments. (Counting the arrival of Renault, it was only 22.)

Here are the changes in the domestic dealer population by quarters during the year:

Jan. 1, 1982	21,680
April 1, 1982	21,404
July 1, 1982	21,124
Oct. 1, 1982	20,821
Jan. 1, 1983	20,799

The Jan. 1, 1983, figure includes Renault; the others do not.

• A check of franchise totals shows gains for all Chrysler Corp. makes and Lincoln and declines for AMC, VW, Ford, Mercury and all the GM makes.

Plymouth, up 50 franchises, recorded the biggest gain, followed by Dodge, 39; Chrysler, 26; Lincoln, 13, and Imperial, 4.

The two largest dealer organizations suffered the biggest drops. Ford was down 238 franchises for the year, and Chevrolet was down 235.

Also on the downside were Pontiac, off 95; AMC, 90; Mercury, 82; Volkswagen, 72; Oldsmobile, 55; Buick, 40, and Cadillac, 20.

Chrysler Corp. opened 1983 with 3,637 car dealerships, down 47 from 3,684 a year earlier. That compared with a dip of 139 in 1981 and was Chrysler's best showing since 1978.

In the second and fourth quarters, Chrysler Corp. was on the plus side with gains of 10 and 8, respectively. The other two periods — down 29 in the first quarter and down 36 in the third—resulted in the deficit for the year.

Franchise totals at the beginning of 1983 were Chrysler, 2,665; Plymouth, 2,587; Dodge, 2,492, and Imperial, 425.

In addition to its 3,637 car dealerships, Chrysler Corp. has eight that handle only Dodge trucks. They are not included in the corporation's car-dealership total or in the Dodge car-franchise total.

• Ford Motor Co.'s 1982 experience was similar to that of 1981. The company had a decline of 271 dealers last year and 276 the year before. The car-outlet total at the beginning of 1983 was 5,414.

Franchise totals for the three makes at the start of this year were Ford, 4,596; Mercury, 2,581, and Lincoln, 1,478.

Ford Motor has 100 dealers that handle only Ford heavy-duty trucks. They are not included in the company's car-dealership total or in the Ford Division car-franchise total.

General Motors had a rougher year in 1982 than in 1981 from a standpoint of dealer mortality. The 1982 slip of 495 outlets followed a 1981 drop of 405.

The fourth quarter was GM's most favorable of 1982 with a dip of 70. It followed declines of 145 - 140 - 140 earlier in the year. GM had 10,160 car dealers as this year opened.

Franchise totals by make were Chevrolet, 5,195; Oldsmobile, 3,135; Pontiac, 2,945; Buick, 2,910, and Cadillac, 1,575.

American Motors and Renault are considered as a single corporate entity in this census. There were 1,589 dealers at the beginning of this year, 1,457 of whom handle AMC cars.

There are 1,322 Renault outlets, and 1,190 of them are twinned with AMC. About half of those 1,190 also handle a Big Three make and some also have VW.

Some 720 AMC dealers are dualed with Big Three makes (Renault is included in most of those combinations) and about 40 have VW.

The 1,457 AMC dealerships on Jan. 1 compared with 1,547 a year earlier.

Volkswagen reported 934 dealers handling the domestic-built Rabbit (and other VW lines) at the beginning of this year, down from 1,006 at the start of 1982. VW has 118 duals with other domestics.

RETAIL OUTLETS, U. S. MAKES OF PASSENGER CARS
1983 VS. 1982

	Jan. 1, 1983				Jan. 1, 1982			
	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers	Exclusives (within Corp.)	Multiples (within Corp.)	Total Franchises	Net Dealers
AMERICAN MOTORS-RENAULT	399	2,380	2,779	1,589	1,547	0	1,547	1,547
AMC	267	1,190	1,457		1,547	0	1,547	
Renault	132	1,190	1,322		*	*	*	*
CHRYSLER CORP.	970	7,199	8,169	3,637	1,043	7,007	8,050	3,684
Chrysler	0	2,665	2,665		0	2,639	2,639	
Dodge	955	1,537	2,492		1,026	1,427	2,453	
Imperial	0	425	425		0	421	421	
Plymouth	15	2,572	2,587		17	2,520	2,537	
FORD MOTOR CO.	2,853	5,802	8,655	5,414	3,042	5,920	8,962	5,685
Ford	2,832	1,764	4,596		3,021	1,813	4,834	
Lincoln	0	1,478	1,478		0	1,465	1,465	
Mercury	21	2,560	2,581		21	2,642	2,663	
GENERAL MOTORS	5,500	10,260	15,760	10,160	5,880	10,325	16,205	10,655
Buick	780	2,130	2,910		825	2,125	2,950	
Cadillac	260	1,315	1,575		270	1,325	1,595	
Chevrolet	3,185	2,010	5,195		3,405	2,025	5,430	
Oldsmobile	660	2,475	3,135		695	2,495	3,190	
Pontiac	615	2,330	2,945		685	2,355	3,040	
VOLKSWAGEN	934	0	934	934	1,006	0	1,006	1,006
TOTALS	10,656	25,641	36,297	21,734	12,518	23,252	35,770	22,577
Minus Intercorporate Duals				935				897
NET DEALERS				20,799				21,680

*—The U. S.-built Renault Alliance was introduced as a 1983 model. Renault was included in the Automotive News Imported-Car Dealer Census for Jan. 1, 1982.

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Agee, McDonald lose jobs at Bendix, Allied

SOUTHFIELD, Mich.—As the pieces began to fall into place after the Allied Corp. acquisition of Bendix Corp., Bendix Chairman William Agee and President Alonzo L. McDonald Jr., found themselves on the outside looking in.

Bendix announced that McDonald will step aside as president effective March 1, while Agee is resigning as chairman of Bendix and president of Allied by June 1. Agee said he will seek a seat on the board of directors, however.

Agee acquired celebrity status two years ago when his relationship with Mary Cunningham and her rapid rise at Bendix attracted national attention. As a result of the publicity, Cunningham left Bendix and joined Joseph E. Seagram & Sons. Cunningham and Agee have since married.

Last year, Bendix tried to acquire Martin Marietta Corp., but an impasse developed when the two companies acquired control of each other. Agee agreed to sell Bendix to Allied Corp. as a way out of the impasse.

Edward L. Hennessy Jr., chairman of Allied, told McDonald that his services were not needed and accepted his resignation. Agee resigned after he was told he was not in the running to become chief operating officer of Allied.

Agee could receive up to $4 million in severance pay and McDonald up to $2.2 million.

breaking news

Continued from Page 1

tional workers are needed. There are about 2,500 workers on layoff from South Gate. Oklahoma City builds the Citation, Century and Celebrity.

GMAC denies lower-rate U.C. financing

DETROIT.—GMAC last week denied strong reports that it would offer low-interest financing on used cars—reportedly 12.9 percent on 1981-82 models and 13.9 percent on 1979-80 cars. Dealers want such a program because 11.9 percent financing on new cars has hurt sales of their one and two-year-old used models.

GM schedules 440 transmission for spring

DETROIT.—General Motors will introduce the new 440 transmission, a four-speed automatic overdrive, in its A-cars this spring, according to GM President F. James McDonald.

Trial date set in lawsuit over Noble Toyota franchise

HOUSTON. — Trial has been scheduled for May 3 in U. S. District Court here in a lawsuit filed by Noble Toyota against Gulf States Toyota, Inc., and Toyota Motor Sales, U.S.A., charging unlawful attempt to terminate the dealership's franchise.

Attorney for Lyn Noble, owner of the dealership and a Houston-area businessman who also operates a long-distance telephone business, said the trial will be a test of "who's running things here, Toyota's rules or the law of Texas."

Mrs. Noble was awarded the dealership in April last year in a divorce settlement after showing that she used her own funds to purchase the dealership even though it was operated under her husband's name as David Gavin Toyota.

A few days later, she said, she was notified by Gulf States Toyota that she had not been approved to take over the franchise — the six-year franchise agreement runs to July, 1984— that the franchise was being terminated and she would have to apply for a new one.

Mrs. Noble went to the Texas Motor Vehicle Commission arguing that the termination was unlawful because no cause for termination had been shown.

Before the case was finally settled, however, Gulf States said it would withdraw its letter of termination and acknowledge that the dealership is operating under the name Noble Toyota, so the commission ruled the proceeding moot.

But Mrs. Noble said that Gulf States has since tried to pressure her to accept a one-year contract instead of the standard six-year franchise agreement which could be terminated without cause at the end of the year. The standard franchise is automatically renewable unless cause to terminate is shown.

Her attorney said she applied for a new franchise without relinquishing her claim under the current agreement, "to see what would happen."

Gulf States approved it, he said, but Toyota Motor Sales did not, saying that it would violate its own rule against granting a franchise to anyone without retail automobile experience.

He said evidence of Mrs. Noble's management talents and availability of capital were shown, but Toyota took the position that its rule must stand. So, he said, Mrs. Noble proceeded with a federal action charging Gulf States and Toyota Motor with violations of the Federal Dealer Day in Court Act, breach of contract and violations of Texas law.

The suit asks for $1 million actual damages, twice that in exemplary damages and also seeks treble damages under Texas law.

GM recalling 1980 X-cars for brake fix

WASHINGTON. — 1980 General Motors X-body cars are being recalled to correct braking problems.

Potentially affected are some 240,000 units. The action occurred on the eve of a public hearing called by NHTSA which had made an initial finding of safety defect Jan. 14.

NHTSA said the alleged problem of rear-brake lockup may cause cars to spin out of control without warning.

Cars covered by the recall include Chevrolet Citation, Pontiac Phoenix, Oldsmobile Omega and Buick Skylark with manual transmissions and those built early in the model year with automatic transmissions.

NHTSA said it had received more than 364 complaints of rear-wheel lockup, including reports of more than 100 accidents involving 22 injuries and at least one fatality.

Earlier, Colorado Rep. Timothy Wirth, Colorado Democrat, postponed until March a hearing scheduled before his House subcommittee on the allegedly defective X-bodies and other vehicles.

Informed of the GM recall, Wirth said he was still interested in knowing why it took NHTSA so long to make its finding.

Wirth is waiting for the General Accounting Office — the Congressional watchdog agency —to report to him on NHTSA's conduct in making defect investigations and forcing recalls and corrections.

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November total is 180,558

Import registrations up, share dips

By Jenny L. King
Staff Writer

Registrations of new imported cars last November climbed 6.70 percent from their 1981 level but claimed a smaller share of the total for the month. According to statistics compiled by R. L. Polk & Co., new imported cars accounted for 26.64 percent of the November, 1982, market, down from the month's record, 27.57 percent, a year earlier.

In November, 180,558 new imports were registered in 49 states, down from 169,227 the preceding year. Year-to-date registrations totaled 2,073,193, down 7.75 percent from 2,247,398. Share of the market was up to 29.66 percent from 28.70 percent for the 11 months.

In November, five of the top makes improved their penetration of the import market, three stayed in the best 10 but lost ground and two were replaced by stronger makes. First-place Toyota was up 0.67 percentage points, to 21.42 percent from 20.75 percent in 1981, Nissan was up 0.26 percentage points, to 20.11 percent from 19.85 percent, and Honda was up 1.36 percentage points, to 15.13 percent from 13.77 percent.

Mazda captured fourth place although its share was down 0.38 percentage points, Subaru moved into fifth place and was up 0.08 percentage points, and Volkswagen tumbled from fourth to sixth place with a plunge of 3.60 percentage points.

Renault Alliance, with 4.10 percent of the total, moved into seventh place in its first November on the market, followed by Volvo and BMW. Audi and Colt dropped from the top 10 ranking in November, 1982.

Ten imports accounted for 88.67 percent of the November market, up from 88.50 percent in November of 1981.

For January through November, six imports increased their shares of the import market: Nissan, up 1.50 percentage points; Honda, up 1.03 percentage points; Subaru, up 0.32 percentage points; Volvo, up 0.59 percentage points; Mercedes-Benz, up 0.44 percentage points, and Audi, up 0.02 percentage points.

Toyota was down 0.16 percentage points, Mazda was off 0.15 percentage points and VW fell 3.00 percentage points. The top 10 imports captured 89.31 percent of the year-to-date market, up from 88.29 percent in 1981.

Japanese-built passenger cars represented 74.81 percent of the imports in November, up slightly from 74.80 percent the preceding year. German products, a distant second at 14.13 percent, were down from 17.37 percent in 1981.

Registrations by country of origin in November were:

	Nov., 1982	Nov., 1981
Japan	135,080	126,578
West Germany	25,505	29,393
France	11,437	3,929
Sweden	6,394	5,968
United Kingdom	966	924
Italy	810	1,882
Ireland	366	553

Japanese imports represented 77.57 percent of the 11-month market, up from 75.19 percent in 1981. Registrations by country of origin January through November were:

	11 mos., 1982	11 mos., 1981
Japan	1,608,229	1,689,822
West Germany	293,489	391,020
Sweden	83,794	71,815
France	61,253	41,497
Italy	14,169	34,446
United Kingdom	9,077	17,010
Ireland	3,182	1,788

Registrations of imported trucks in November totaled 40,942, up 12.50 percent from 36,392 in 1981. Makers and totals were as follows:

	Nov., 1982	Nov., 1981
Nissan	13,099	8,961
Toyota	12,906	9,936
Mazda	3,332	.....
Dodge Ram 50	2,816	.....
Ford Courier	.....	5,023
Volkswagen	.....	3,445
Others	8,789	9,027
TOTAL	40,942	36,392

The truck import total for the first 11 months of 1982 was 394,661, down an even 12.00 percent from 448,502 a year earlier. Numbers were as follows:

	1982 11 mos.	1981 11 mos.
Toyota	134,091	119,614
Nissan	92,803	103,265
Mazda	33,885	.....
Dodge Ram 50	29,340	.....
Chevrolet LUV	.....	60,062
Ford Courier	.....	58,690
Others	104,542	106,871
TOTAL	394,661	448,502

TOP CARS

U. S. registrations for the first 11 months of 1982. Registrations not available for Oklahoma.

1982 Position		Make	1981 Position	
1	1,105,833	Chevrolet	1,339,134	1
2	802,559	Ford	912,769	2
3	698,664	Oldsmobile	769,586	3
4	641,419	Buick	663,662	4
5	481,594	Toyota	525,761	5
6	416,019	Nissan	417,394	7
7	414,225	Pontiac	511,997	6
8	333,861	Honda	338,609	8
9	285,469	Mercury	317,646	9
10	224,117	Dodge	288,856	11
11	220,518	Plymouth	313,822	10
12	212,303	Cadillac	202,669	13
13	154,051	Chrysler	81,766	17
14	144,172	Mazda	159,618	14
15	136,097	VW	214,852	12
16	127,813	Subaru	131,450	15
17	77,393	AMC	123,819	16
18	76,827	Lincoln	56,028	19
19	66,870	Volvo	59,343	18
20	58,449	Mercedes	53,501	20
21	45,557	BMW	.....	
22	41,127	Audi	43,966	21
.....		Colt	39,746	22
	221,634	Other Imports	263,158	
	2,318	Misc. Dom.	3,247	
	6,988,889	TOTAL	7,832,399	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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Alfa Romeo dealer financing offered through Borg-Warner

ENGLEWOOD CLIFFS, N. J. —Alfa Romeo has introduced a wholesale, retail and lease financing and insurance package for its U. S. dealers.

The program is offered through an agreement with Borg-Warner Acceptance Corp., which is underwriting the plan.

Alfa Romeo, Inc., has no capital in the project, according to Marcel Kole, director of finance. This is the first time the importer has offered dealers a total finance package, he said.

Although the retail loans through Borg-Warner will be for Alfa cars only, floorplanning will be available on other lines Alfa Romeo dealers carry. Rates will not necessarily be the same, Kole said.

The arrangement calls for financing at "competitive" rates. The importer may also subsidize rates should free-market rates soar, according to Luigi Zucchet, president of the U. S. importer.

About half of Alfa's 117 U. S. dealers have signed up for the new program, Kole said.

Zucchet projected 1983 Alfa Romeo sales at 2,800 units, up 20 percent from 1982 levels. Alfa Romeo sells two models in the U. S., the performance GTV-6 and the two-seat Spider Veloce.

Pair open C-P deal

ST. LOUIS.—R. Michael Sheahan and Christopher Blumeyer have opened a Chrysler-Plymouth dealership in South St. Louis.

IMPORT REGISTRATION SHARES IN U. S.

	NOVEMBER					ELEVEN MONTHS				
	Regis., Nov., 1982	Percent Share of Market	Regis., Nov., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81	Regis., 11 Mos., 1982	Percent Share of Market	Regis., 11 Mos., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Toyota	38,676	21.42	35,114	20.75	+ 0.67	481,594	23.23	525,761	23.39	− 0.16
Nissan	36,317	20.11	33,597	19.85	+ 0.26	416,019	20.07	417,394	18.57	+ 1.50
Honda	27,309	15.13	23,305	13.77	+ 1.36	333,861	16.10	338,609	15.07	+ 1.03
Mazda	12,963	7.18	12,786	7.56	− 0.38	144,172	6.95	159,618	7.10	− 0.15
Subaru	11,969	6.63	11,073	6.55	+ 0.08	136,097	6.56	214,852	9.56	− 3.00
VW	11,371	6.30	16,758	9.90	− 3.60	127,813	6.17	131,450	5.85	+ 0.32
Alliance	7,411	4.10	.....	.....	.....	76,870	3.23	59,343	2.64	+ 0.59
Mercedes	5,425	3.00	4,777	2.82	+ 0.18	58,449	2.82	53,501	2.38	+ 0.44
Volvo	4,724	2.62	4,823	2.85	− 0.23	45,557	2.20	.....	.....	.....
BMW	3,941	2.18	.....	.....	.....	41,127	1.98	43,966	1.96	+ 0.02
Audi	.....	.....	3,808	2.25	.....	.....	.....	39,746	1.77	.....
Colt	.....	.....	3,721	2.20	.....	221,634	10.69	263,158	11.71	− 1.02
Others	20,452	11.33	19,465	11.50	− 0.17					
TOTAL	180,558		169,227			2,073,193		2,247,398		
Share of U. S. Total		26.64		27.57	− 0.93		29.66		28.70	+ 0.96

Registrations for Oklahoma not available.

classified want ads

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An Ad in the Classified Section of
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Wheelbase is lengthened

Charade gets redesign, diesel engine

By John Hartley
Staff Correspondent

TOKYO. — Daihatsu, suffering under the attack on its Charade minicar by the Honda City and Nissan March, has come up with a miserly answer —a diesel version of its existing three-cylinder, one-liter engine.

Also completely new is the body, which is square and boxy, rather than curved and cramped-looking.

To increase internal space, Daihatsu has lengthened the wheelbase by almost an inch. Thus, internal space should be slightly more than in the new Nissan March, although with an overall length of just under 140 inches, the Charade is slightly shorter.

In line with the current trend, Daihatsu has raised the roof. The tallboy approach, pioneered by Honda on the City, is now becoming a hallmark of Japanese small cars. The Charade is 55 inches tall, compared with 53.5 inches for the old model.

Because the styling is much squarer than before, and the seating position is more upright, passenger space is increased. An unusual feature is an optional raised "Dolphin" roof, which can accommodate a sunshine roof without reducing internal headroom. This increases overall height by 1.5 inches to 56.5 inches.

Daihatsu quotes a power output of 38 horsepower at 4,800 RPM for the diesel, against 55 and 60 HP for the gasoline unit. Maximum torque is 45 pounds-feet at 3,500 RPM.

The cylinder block is similar to that of the gasoline engine, except that it is slightly taller, and has longer water jackets. There is the usual toothed belt drive to the overhead camshaft, which actuates the valves through inverted bucket tappets. Biscuits in the tops of the tappets are used to adjust valve clearance.

An extra toothed belt drive runs from the other end of the camshaft to drive the Bosch-type rotary injection diesel pump.

Apart from the option of the diesel, the new Charade is basically similar to the old model, although the suspension and steering have been modified to improve handling.

Power steering and automatic transmission are among the options.

There are three- and five-door hatchback models available, and the curb weights are virtually the same as before at 1,450-1,-500 pounds.

• Daihatsu sorely needs this new Charade, because the old one became very uncompetitive last year against the Honda City and Nissan March. In Japan, sales fell from 43,000 units in 1981 to about 26,000 in 1982. For 1983, Daihatsu has set itself the ambitious monthly sales targets of 8,000 in Japan, and 6,000 overseas. Exports are starting immediately, so that sales can start in most countries by April, but the diesel will not be exported for some time.

In Japan, prices are competitive with the Nissan March at $2,700-$3,700 with the diesel costing an extra $300. Since the diesel achieves a gas mileage of no less than 81-87 U. S. MPG at 37 MPH, it is bound to attract economy-conscious buyers.

Nevertheless, Daihatsu's small sales force will have its work cut out to achieve these sales levels, since they represent a fourfold increase over the 1982 average, and double the 1981 average, and the Honda City and Nissan March offer very strong competition.

factories list auction dates

American Motors

Feb. 16—Southern Auto Sales, S. Main St., Rte. 5, Warehouse Point, Conn.; Columbus Fair Auction, 4700 Groveport Rd., Obetz, O.; Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.

Feb. 17—Minneapolis North Star Auto Auction, 7701 Hwy. 101, Shakopee, Minn.; Fredericksburg Auto Auction, U.S. 1 Alt., Fredericksburg, Va.

Feb. 18—Concord Auto Auction, Hosmer St., Acton, Mass.; Floyd Hauhe, 12000 St. Charles Rock Rd., Bridgeton, Mo.

Feb. 22—D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Feb. 23—Metro Milwaukee Auto Auction, 561 S. Hwy. 41, Caledonia, Wis.; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Sand Mountain Auto Auction, U.S. 431, Boaz, Ala.

General Motors

Feb. 17—Skyline Auto Auction, Fairfield, N. J.

Ford Motor Co.

Feb. 15—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

Feb. 16—Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

Feb—23—Central States Auto Auction, 824 South Taft, Mason City, Ia.; Metro Auto Auction of Kansas City, 101 W. Oldham Parkway, Lee's Summit, Mo.; Northway Exchange, Route 146, Clifton Park, N. Y.

Model breakdown
Auction Averages

	February To Date	January	December
1983	$11,250	$10,679	
1982	8,035	7,253	$6,811
1981	6,007	5,844	6,157
1980	4,984	4,814	4,811
1979	4,492	4,235	4,148
1978	3,273	3,175	3,125
1977	2,519	2,573	2,649
1976	1,829	1,679	2,021
Overall Average	$ 4,744	$ 4,646	$4,505

Used Car Sales
Auction Averages

February to date	$4,744
Month ago	$4,586
Year ago	$4,923

Schwartz quits as vice president of AMC sales

SOUTHFIELD, Mich.—Robert Schwartz has resigned as vice president of North American sales for American Motors.

He had held the post since February, 1982, when he moved up from managing director of North American sales and distribution.

No replacement was named. AMC said the executives who had reported to Schwartz will now report to Joseph E. Cappy, marketing group vice president. Schwartz had reported to Cappy.

Under Schwartz's jurisdiction were the regional sales managers for the Central, Eastern and Western areas, the director of fleet operations, the director of dealer investment and the director of sales operations.

Schwartz joined AMC in 1971. He was named general manager of U. S. sales in 1977 and managing director of North American sales and distribution in 1981.

Saab names top seller; it's Colorado dealer

ORANGE, Conn.—Tom Heydman Pontiac-Saab, Inc., in Littleton, Col., was the top-selling U. S. dealer of Saab cars during 1982, according to Sten O. Helling, vice president of sales and marketing for Saab-Scania of America.

In 1982, the second year in a row that the Littleton dealership has held the top sales position, Heydman Pontiac-Saab retailed 292 new Saab cars.

A diesel three

Daihatsu's Charade, suffering in the Japanese market under the onslaughts of Honda City and Nissan March, has been redesigned to a similar tallboy configuration. A diesel version of its three-cylinder, one liter engine delivers up to 97 miles per gallon.

Four programs under way in bid to bolster sales

Chrysler sets incentives on pickups

By Joseph Bohn
Marketing Editor

Chrysler Corp. is throwing a lot of money behind its pickups to bolster sales.

It has instituted four new consumer rebate/dealer/sales/manager/salesmen incentives on pickups, which run in tandem with its 11.9 percent financing program and Prospector discount value packages offering $200 to $1,000 off on equipment.

Chrysler's pickup sales have been off, partially because of downsized S-10 and Ranger compact competition from Chevrolet and Ford.

The new Chrysler programs are complicated and involve sales quotas of various kinds.

In one program, running from Feb. 4 to March 31, Chrysler is paying consumer rebates of $300 to $750 as follows: $300 on '82/'83 Ram Miser 4x2 pickups; $300 on '82/'83 Rampage pickups; $500 on '82/'83 D150 (4x2) and W150 (4x4) pickups (except Miser 4x2); $750 on '82/'83 D250 (4x2) and W250 (4x4) pickups; $750 on '82/'83 D350 (4x2) and W350 (4x4) pickups, and $500 on '82 Ram 50 (import) and Power Ram 50 (4x4 import).

Customers must take delivery during the February/March period to receive the rebates. Chrysler pays the full rebates on '82 models, but dealers pay anywhere from zero to 50 percent of '83 model rebates, depending on how they hit an assigned sales objective.

If a dealer hits 0-49 percent of his objective, he splits '83 rebates 50/50 with the factory; 50-74.9 percent, and he pays 25 percent, the factory 75 percent; 75 percent or more and the factory pays the whole rebate. Objectives on '83 models range from a minimum of three units on up.

• There is also a non-retroactive dealer cash incentive running from Feb. 1 to March 31.

If a dealer hits 0-99.9 percent of the objective (which is based on the rebate-eligible vehicles), he receives nothing. On 100-119.9 percent, he receives $100 per unit, and on 120 percent and over, he receives $300 per unit.

The dealer must sell a minimum of four units to qualify. While Chrysler has no rebate on '83 import trucks, these models do qualify for the dealer cash incentive.

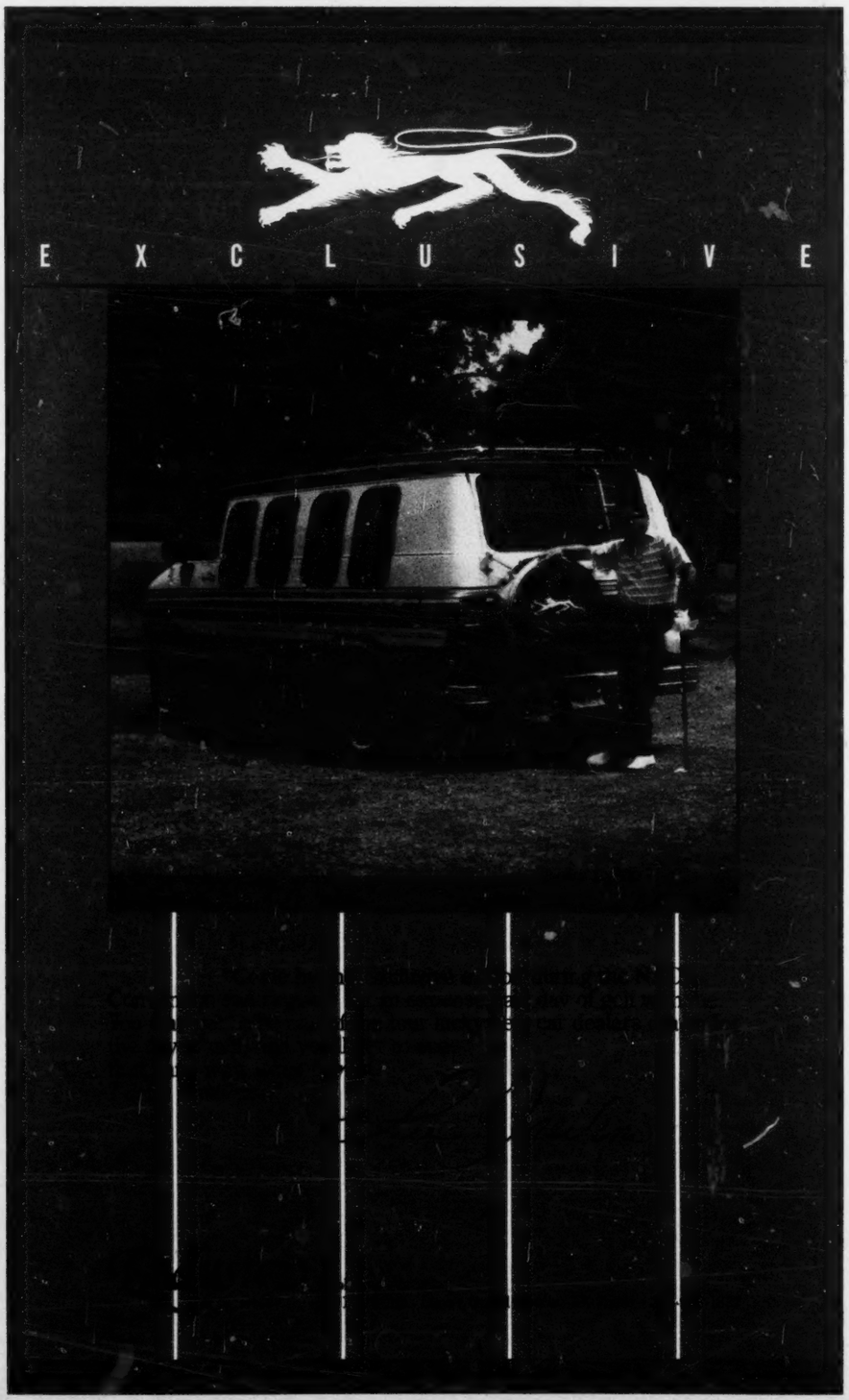
In another "Bucks for Trucks" program, running from Feb. 1 to March 31, there are separate cash payments for sales managers and salespeople.

Managers have a retail incentive objective the same as the dealer's cash incentive. The first three units (there is a four-unit qualifying minimum) pay nothing. Managers get $25 per vehicle up to 99.9 percent of objective, and $50 retroactively back to the fourth unit they sell (no payment on the first three) for 100 percent and over.

Dealers contribute $25 per unit to the sales manager's earnings for 0-99.9 percent of his objective. If the manager hits 100 percent the dealer is reimbursed 100 percent from the factory.

Salesmen receive a flat $50 per sale. The cost is shared equally by Chrysler and the dealer.

There is also a pickup demo program from Feb. 4 to Feb. 21. Dealers must order fresh units (limit is six) of the D150, D250 or D350 variety and put them into demo service for 60 days to earn a $170 wholesale credit off invoice on D150 and $595 wholesale credit off invoice on D250 and D350.



New-car stock in U.S. climbs to 71½ days

Continued from Page 3

pact, 24.12 percent; intermediate, 34.65 percent; standard, 15.30 percent, and luxury, 6.31 percent.

• The Feb. 1 days-supply figures by market class were:

Subcompact—Alliance, 60; Escort, 77; Lynx, 79; Horizon, 80; Chevette, 80; Omni, 84; Eagle SX/4, 90; Charger, 95; Pontiac 1000, 99; Rabbit, 100; Turismo, 104; Spirit, 137; LN7, 137, and EXP, 140.

Compact — Zephyr, 39; Fairmont, 48; Cavalier, 52; Reliant, 68; Aries, 70; Firebird, 79; Camaro, 80; Cimarron, 84; Firenza, 86; Pontiac 2000, 89½; Skyhawk, 97; LeBaron, 102; Mustang, 108; Capri, 131, and Dodge 400, 136.

Intermediate—XR-7, 25; Cutlass four-door, 36; Cutlass two-door, 47; Chrysler E Class, 49; Cutlass Ciera, 51; Cougar, 52; Century, 58; Bonneville, 59; Granada, 60; Malibu, 61; Celebrity, 61; LTD, 64; Regal two-door, 70; Dodge 600, 72; Pontiac 6000, 72; Monte Carlo, 74; Marquis, 76; Omega, 78½; Concord, 83; Grand Prix, 83; Regal four-door, 83; Citation, 86; Skylark, 107; Phoenix, 113; Eagle, 156, and New Yorker E, 194.

Standard—Olds 88, 39; Olds 98, 49; LeSabre, 62; Electra, 69; Grand Marquis, 69; Diplomat, 69; Chevrolet, 73; Crown Victoria, 80; Fifth Avenue, 81; Gran Fury, 87; Cordoba, 128, and Mirada, 191.

Luxury—Seville, 47; Lincoln, 49; Eldorado, 54; Cadillac, 64; Toronado, 69; Mark VI, 77; Riviera, 80; Continental, 83; Imperial, 94, and Corvette, 111.

Eyeglass-frame maker offers $300 auto rebates

EAST PROVIDENCE, R. I. — In an effort to encourage support of the American economy, Martin-Copeland Co. is offering a $300 reimbursement to any employe purchasing a new American-made automobile before Aug. 1.

Martin-Copeland manufactures eyeglass frames.

NEW-CAR STOCKS

	Feb. 1, 1983	Jan. 1, 1983	Feb. 1, 1982
Alliance	60	61	—
Spirit	137	99	151
Concord	83	93	144
Eagle	156	136½	74
Eagle SX/4	90	81	85
AMERICAN MOTORS	78	78	112
Horizon	80	51	124½
Tourismo/TC3	104	57	127
Reliant	68	62	94
Gran Fury	87	115	86½
Plymouth	75	60	106
LeBaron	102	70	101
Cordoba	128	73	97
New Yorker E	194	57	—
E class	49	63½	—
Fifth Ave.	81	72	77
Chrysler	86	69	93½
Imperial	94	53	158
Omni	84	43	119
Charger/024	95	55	120
Aries	70	59	87
Dodge 400	136	77	145½
Dodge 600	72	57	—
Diplomat	69	73	75
Mirada	191	126	117
Dodge	82½	59½	104
CHRYSLER CORP.	81	62	103
Escort	77	78	70
EXP	140	77	194
Mustang	108	103	128
Fairmont	48	30	82
LTD	64	65	—
Granada	60	29	85
Thunderbird	—	37	121
Crown Victoria	80	52	79
Ford	77	63	89
Lynx	79	87	93
LN7	137	61	179½
Capri	131	84	139
Zephyr	39	37	59
Cougar	52	29	66
XR-7	—	28	130
Marquis	76	74	—
Grand Marquis	69	64	63
Mercury	75	68	88
Lincoln	49	41	69
Continental	83	56	63
Mark VI	77	46	77
Lincoln	63	44½	69
FORD MOTOR	76	63	87
Skyhawk	97	101	—
Skylark	107	91	99
Century	58	45	125
Regal 4-door	70	68	104½
Regal 2-door	83	91	112
LeSabre	62	62	72
Electra	69	70	95
Riviera	80	96	103
Buick	77	72	102½
Cimarron	84	54	174
Seville	47	30	87
Cadillac	64	41	65½
Eldorado	54	34	60
Cadillac	61½	38	72½
Chevette	80	90	97
Cavalier	52	75	266
Citation	86	70	85
Camaro	80	68	76
Malibu	61	66½	72
Celebrity	61	56	243
Monte Carlo	74	91	110
Chevrolet	73	67	86
Corvette	111	95	79
Chevrolet	72	70½	106
Firenza	86	102	—
Omega	78½	75	81½
Ciera	51	63	140½
Cutlass 4-door	36	59	63
Cutlass 2-door	47	70	93
Olds 88	39	44	54
Olds 98	49	54	64
Toronado	69	68	82½
Oldsmobile	49	59	79
1000	99	78	140½
2000	89½	72	259
Phoenix	113	74	112½
Firebird	79	56	50
Bonneville	59	57	82
6000	72	55	204½
Grand Prix	83	86½	98
Pontiac	81	63	117
GENERAL MTRS.	67	66	98
VOLKSWAGEN	100	87	165
TOTAL	71½	65	97

But domestics' total declines

Car sales post 10th gain in row

By Jenny L. King
Staff Writer

Domestic new-car sales developed the sort of momentum by the end of January that they hadn't demonstrated in four years: 10 consecutive periods of sales increases and two full months with totals ahead of year-ago levels.

January sales were up 12.16 percent for domestic retail units, and imported cars climbed 9.90 percent during the first month of 1983. Lest anyone get too excited, though, the January domestic total of 412,893 was down 12.12 percent from the January, 1981, sum of 469,832 and it was (except for last year's 368,138) lowest for the month since 1958, when 381,335 new cars were sold.

It also was down from December's 448,048 by some 35,000 units.

Speculation suggests sales will continue to grow, mushrooming in March as the March 31 deadline approaches for the lower interest rates now offered by domestic dealers. Some say the manufacturers will choose not to let go of this recovery and that there will follow more incentives to take the places of these.

Import sales in January numbered 182,853, up 9.90 percent from 166,375 a year earlier. Imports accounted for 30.69 percent of the market, down from the 31.08-percent record established in 1982.

Combined domestics and imports totaled 595,746, up 11.46 percent from 534,513.

• All five major U. S. auto makers reported improved sales in January, with increases ranging from 3.36 percent at Ford Motor Co. to 14.35 percent for General Motors.

GM sales totaled 254,470, up from 222,544. Ford Motor Co. sales climbed to 91,789 from 88,806.

Chrysler Corp. was up 4.01 percent, to 47,105 from 45,290. American Motors, helped by more than 9,000 Alliance sales, was up 126.23 percent, to 13,965 from 6,173. Volkswagen of America posted a 4.49-percent January increase, to 5,564 from 5,325.

VWoA had its last monthly sales gain in October, 1981.

GM claimed 61.63 percent of the domestic market for the month, up from 60.45 percent. Ford dropped to 22.23 percent from 24.12 percent. Chrysler was back to 11.41 percent from 12.30 percent. AMC came away with 3.38 percent, compared with 1.68 percent a year earlier, and VWoA held 1.35 percent, down from 1.45 percent.

Eight U. S. makes reported sales increases. Chrysler was up 44.38 percent; VW, 4.49 percent; Mercury, 6.42 percent, and Lincoln, 43.93 percent. Buick was up 33.25 percent; Cadillac, 16.06 percent; Chevrolet, 1.06 percent, and Oldsmobile, 32.77 percent.

Imperial suffered the largest decline, falling 43.54 percent. Other makes with minus signs were: Plymouth, down 10.31 percent; Dodge, 2.86 percent; Ford, 1.04 percent; Pontiac, 4.03 percent, and AMC, down 25.21 percent. Renault Alliance had no year-ago sales.

• Import sales in January included generous increases for: Toyota, 11.86 percent; Nissan, 25.81 percent; Mazda, 33.86 percent; Porsche, 97.47 percent; BMW, 20.70 percent; Volkswagen, 20.12 percent, and Subaru, 6.78 percent.

Volvo finished the month with a record 8,261 sales, Saab was up 80.94 percent to a record 2,070 and Isuzu sales of 1,646 also was a record.

The market class breakdown in January included: Imports, 30.69 percent; intermediates, 24.67 percent; compacts, 14.97 percent; standards, 12.98 percent; subcompacts, 11.32 percent, and luxury models, 5.37 percent.

A year earlier, the breakdown showed: Imports, 31.08 percent; intermediates, 19.95 percent; compacts, 17.31 percent; standards, 10.15 percent; subcompacts, 16.22 percent, and luxury models, 5.29 percent.

Of the domestics alone, 35.60 percent were intermediates, 21.59 percent were compacts, 18.73 percent were standards, 16.34 percent were subcompacts and 7.74 percent were luxury models in January, 1983.

Third-period domestic sales totaled 153,428, up 11.61 percent from 137,472. With nine selling days this year and last, the daily rate was 17,048 compared with 15,275.

During the final period, GM was up 18.20 percent, Ford was down 7.91 percent, Chrysler was up 12.38 percent, AMC was up an estimated 125 percent and VWoA was up 6.82 percent.

There were 25 selling days in January, yielding a 16,516 daily average, up 12.16 percent from 14,726 a year ago when there also were 25 days.

Annualized domestic sales based on third-period results, were 5.3 million.

Where auto market was in January

	Total Sales	Pct. of Total
SUBCOMPACT	67,449	11.32
COMPACT	89,169	14.97
INTERMEDIATE	146,976	24.67
STANDARD	77,342	12.98
LUXURY	31,957	5.37
IMPORT	182,853	30.69
TOTAL	595,746	100.00

Smog compromise reached on Calif. vehicle inspection

EL MONTE, Calif.—Auto repair facilities will be allowed to offer either idle mode or dynamometer testing of emissions in the South Coast Air Basin as part of the new state-mandated biennial vehicle inspection program scheduled to go into effect next year.

The South Coast Air Quality Management District (AQMD) decided on the compromise for the first four years of the program following testimony from proponents of each test method.

Proponents of the dynamometer or "loaded mode" test included environmentalists, dynamometer manufacturers and garages and tune-up chains who already have the equipment.

Idle mode advocates included owners of garages and shops that did not have the money or the space for dynamometers.

Backers of the loaded mode test contended that their method checks not only hydrocarbons and carbon monoxide at idle and cruising speed, but also gives a more accurate reading of NOx, which occurs in greater amounts under load.

Those favoring the idle mode and even AQMD officials themselves expressed concern that by requiring the more expensive equipment the program could be jeopardized because not enough outlets would have the equipment to adequately serve the five-county South Coast Air Basin.

The AQMD further believes that either test mode will enable the district to meet its clean air objectives.

The biennial program was passed by the legislature last year in order to head off sanctions against California from EPA.

The AQMD's view was shared by EPA Regional Administrator Sonia Crow, who appeared at the meeting to say that either mode was acceptable to EPA.

The compromise reached by the AQMD allows Los Angeles-area garages to use either test in the first four years and then requires the use of the loaded mode test in subsequent years if the equipment is readily available and the program is extended by law until 1994.

Currently, the test program is scheduled to expire in 1990.

As a result of the move, motorists will be able to "shop around" for either test in order to obtain a smog compliance certificate.

U. S. CAR SALES BY MARKETING UNITS

	Jan., 1983	Jan., 1982
Chevrolet	85,242	84,345
Ford	61,488	62,132
Oldsmobile	68,005	51,219
Buick	51,917	38,963
Toyota	42,607	38,088
Pontiac	30,676	31,965
Nissan	40,916	32,522
Honda	31,672	34,333
Mercury	22,955	21,570
Dodge	21,820	23,133
Plymouth	18,419	21,311
Cadillac	18,630	16,052
VW of America	15,396	13,926
Chrysler/Imperial	13,776	9,669
Mazda	13,482	10,072
Subaru	12,248	11,470
AMC-Renault	15,755	8,181
Lincoln	7,346	5,104
Volvo	8,261	7,380
Mercedes-Benz	3,984	4,511
BMW	3,732	3,092
Saab	2,070	1,144
Isuzu	1,646	1,114
Fiat	541	945
Peugeot	1,060	1,134
Jaguar Rover Triumph	691	634
Mitsubishi	1,279	.....
DeLorean	.....	400
Alfa Romeo	132	104
TOTAL	595,746	534,513

Ford sales include Fiesta; VWoA includes VW and Porsche-Audi; Plymouth includes Arrow, Champ and Sapporo; Dodge includes Colt and Challenger; Fiat includes Lancia. Jaguar-Rover-Triumph includes MG.
† Estimate

IMPORTED CAR SALES

	Jan., 1983	Jan., 1982
Alfa Romeo	132	104
Audi	2,738	3,229
BMW	3,732	3,092
Challenger	1,000	1,042
Plymouth Colt	2,316	3,389
Dodge Colt	2,828	3,570
DeLorean	.....	400
Fiat	449	908
Honda	31,672	34,333
Isuzu	1,646	1,114
Jaguar	691	634
Lancia	92	37
Mazda	13,482	10,072
Mitsubishi	1,279	.....
Mercedes-Benz	3,984	4,511
Nissan	40,916	32,522
Peugeot	1,060	1,134
Porsche	1,637	829
Renault	1,790	2,008
Saab	2,070	1,144
Sapporo	766	822
Subaru	12,248	11,470
Toyota	42,607	38,088
Volkswagen	5,457	4,543
Volvo	8,261	7,380
TOTAL	182,853	166,375

Gambino purchases Las Palmas Chevrolet

AVONDALE, Ariz.—Joe Gambino, former new-car sales manager for Lou Grubb Chevrolet, Phoenix, has purchased Las Palmas Chevrolet here from Don Johnston. Gambino will change the name of the dealership to Joe Gambino Chevrolet.

DOMESTIC CAR SALES

	Jan 21 to Jan. 31, 1983	Same Period, 1982	January, 1983	Same Month, 1982
Renault Alliance	.....	.....	9,348	.....
Spirit	.....	.....	635	1,240
Concord	.....	.....	1,636	1,738
Eagle	.....	.....	2,346	3,195
AMERICAN MOTORS*	4,500	2,000	13,965	6,173
Horizon	795	1,484	2,369	3,948
Turismo/TC3	630	909	1,690	2,691
Reliant	3,760	3,477	10,302	9,688
Plymouth	526	244	976	773
Total Plymouth	5,711	6,114	15,337	17,100
LeBaron	.....	119	.....	270
LeBaron K	1,760	1,814	4,451	5,198
Cordoba	346	387	744	1,166
New Yorker 5th Ave.	1,905	949	4,843	2,826
E-Class	786	.....	3,302	.....
New Yorker E	199	.....	318	.....
Total Chrysler	4,996	3,269	13,658	9,460
Total Imperial	56	72	118	209
Omni	670	1,217	2,012	3,406
Charger/024	688	1,008	1,925	3,052
Aries	3,145	2,833	8,665	8,303
Dodge 400	781	547	1,667	1,681
Diplomat	792	423	1,548	1,447
Mirada/Magnum	149	236	311	632
Dodge 600	677	.....	1,864	.....
Total Dodge	6,902	6,264	17,992	18,521
CHRYSLER CORP.	17,665	15,719	47,105	45,290
EXP	465	1,223	1,238	2,573
Escort	9,128	13,498	21,218	25,873
Mustang	3,056	2,255	7,751	6,770
Fairmont	3,095	2,956	9,812	8,684
Granada	316	2,878	983	7,532
Thunderbird	144	1,320	466	3,285
LTD '83	3,963	.....	11,312	.....
Ford Crown Victoria	3,283	2,937	8,708	7,415
Ford Division	23,450	27,067	61,488	62,132
LN7	169	482	416	982
Lynx	2,377	3,466	5,449	6,426
Zephyr	944	909	2,813	3,235
Cougar/Monarch	122	1,427	324	3,203
XR-7	67	461	188	1,172
Capri	677	680	1,706	1,849
Marquis '83	1,542	.....	4,128	.....
Mercury Grand Marquis	3,228	1,992	7,931	4,703
Total Mercury	9,126	9,417	22,955	21,570
Continental	633	827	1,638	2,256
Lincoln	1,393	570	3,757	1,495
Mark VI	740	495	1,951	1,353
Total Lincoln	2,766	1,892	7,346	5,104
L-M Division	11,892	11,309	30,301	26,674
FORD MOTOR	35,342	38,376	91,789	88,806
Skyhawk	1,608	.....	4,512	.....
Skylark	2,418	3,347	6,469	9,310
Century FD	3,047	1,374	8,174	3,291
Regal Sedan	2,175	1,531	5,380	4,944
Regal Coupe	4,488	2,970	10,418	8,573
LeSabre	3,538	2,466	8,750	6,293
Electra	1,793	1,435	4,681	3,666
Riviera	1,285	995	3,533	2,886
Buick Division	20,352	14,418	51,917	38,963
Cimarron	444	348	1,393	985
Seville	645	538	1,817	1,351
Cadillac	4,240	3,679	11,083	10,082
Eldorado	1,612	1,210	4,337	3,634
Cadillac Division	6,941	5,775	18,630	16,052
Chevette	4,182	5,294	12,988	17,727
Cavalier	4,341	2,447	11,641	5,966
Citation	3,046	6,935	9,266	17,757
Camaro	3,993	2,882	11,142	6,778
Celebrity	3,726	1,285	9,915	2,932
Malibu	2,804	2,966	7,802	9,746
Monte Carlo	2,405	2,803	7,157	8,266
Chevrolet	5,153	4,603	14,333	13,390
Corvette	341	673	998	1,783
Chevrolet Division	29,991	29,888	85,242	84,345
Firenza/Starfire	1,006	1	2,837	1
Omega	1,235	1,929	3,570	5,864
Cutlass Ciera	3,573	1,606	10,496	4,176
Cutlass	3,072	.....	8,931	.....
Supreme	5,379	6,841	14,922	21,427
Olds 88	5,945	3,896	16,356	10,936
Olds 98	2,750	2,249	8,168	6,588
Toronado	889	825	2,725	2,227
Oldsmobile Division	23,849	17,347	68,005	51,219
1000	1,040	1,588	2,590	4,301
2000	1,648	1,165	4,221	3,116
Phoenix	902	1,567	2,311	4,400
Firebird	2,455	1,967	6,256	4,919
6000	1,763	733	4,626	1,961
Bonneville	2,106	1,862	5,125	5,533
Grand Prix	2,352	2,282	5,547	6,506
Pontiac	.....	424	.....	1,229
Pontiac Division	12,266	11,588	30,676	31,965
GENERAL MOTORS	93,399	79,016	254,470	222,544
VOLKSWAGEN	2,522	2,361	5,564	5,325
DOMESTIC TOTAL	153,428	137,472	412,893	368,138
IMPORT TOTAL	.....	.....	182,853	166,375
INDUSTRY TOTAL	.....	.....	595,746	534,513

*—AMC does not issue a nameplate breakdown for 10-day periods.

Overtime at 7 assembly plants brings 8 pct. gain

Auto production rises to 119,303

By Patricia Hoffman
Staff Writer

The domestic auto makers scheduled an 8.24 percent production gain last week over the previous week's total as overtime at seven assembly points and the return of Volkswagen of America's Westmoreland facility offset downtime at General Motors' Willow Run plant.

Last week's production was slated at 119,303 cars, up from 110,223 the previous week, and up 60.35 percent from the 74,403 built in the comparable 1982 period.

So far this year, there have been 642,927 cars produced, a 56.02 percent over the 412,069 units finished at the same time last year.

Breakdown for the week by company was: GM, 54.75 percent; Ford Motors, 26.43 percent; Chrysler Corp., 13.20 percent; American Motors, 3.32 percent; VWoA, 1.97 percent and Honda, 0.33 percent.

Last week (Feb. 7), GM's Willow Run facility plant was idle due to overstocked inventory. Production there is scheduled to resume today (Feb. 14).

Still down last week for inventory control was Ford's San Jose point.

The GM Baltimore, Doraville, Janesville and Lordstown plants, plus Ford's St. Louis facility, operated six days last week.

Chrysler's Jefferson and Newark points worked nine hours on each of two shifts during five days of assembly last week.

Operations resumed at VWoA's Westmoreland point following a two-week downtime for inventory control.

Production of the Alliance at AMC's Kenosha plant continues at an increased rate of 632 units a day on two shifts, up from the previous 600 units a day on two shifts.

January output in Canada is highest total since 1979

The Canadian auto makers wrapped up January production 41.27 percent above the comparable 1982 period. It was the most for that month in four years.

Last month, the manufacturers produced 73,345 units, up substantially from 51,920 built in January last year. It was the highest build for January since 99,731 units were completed in 1979.

The truck makers finished 35,257 units in January, a 16.86 percent gain from 30,171 built in the comparable 1982 month. It was the most for that month since 57,798 units were assembled in 1981.

Last week's car output was estimated at 14,149 units, down 19.40 percent from the previous week's 17,554, and down 18.81 percent from 17,427 built in the comparable period last year.

Year-to-date, the manufacturers have completed 101,825 cars, up 30.08 percent from 78,276 built through Feb. 13, 1982.

Truck production last week was targeted at 10,052 units, up 40.82 percent from the previous week's 7,138, and up 25.21 percent from 8,028 units assembled in the same week last year.

So far this year, the truck makers have finished 50,827 units, a 19.98 percent gain over the 42,364 completed in the same period last year.

Laine elected to head Chicago C-P dealers

CHICAGO. — Jerry Laine, Grant Motor Sales, Inc., (Chrysler-Plymouth), Barrington, Ill., has been elected president of the Chrysler-Plymouth Dealers Assn.

Vice president is William Ahrens, Central Motors, Evanston, Ill.; secretary is Sandy McKie, Sandy McKie & Sons, Inc., Fox Lake, Ill., and treasurer is John Schultz, Center Garage, Cedar Lake, Ind.

Central foundry takes over three Chevy operations

DETROIT. — General Motors' Central Foundry Division has assumed operational responsibility for all major GM foundry operations in the U. S.

Included in the transfer to Central Foundry are the two Chevrolet Grey Iron and Nodular Iron casting plants in Saginaw, Mich., and the Chevrolet Metal Casting plant in Tonawanda, N. Y.

According to GM President F. James McDonald, the move is to further streamline GM's organization and improve efficiency.

The consolidation of foundries began in September, 1977, when the Pontiac iron foundry in Pontiac became part of Central Foundry. The Chevrolet aluminum foundry in Massena, N. Y., followed in June, 1978.

In addition, Central Foundry also operates iron foundry facilities in Danville, Ill.; Defiance, O.; Pontiac and Saginaw. It also operates aluminum foundries in Bedford, Ind., and Massena, N. Y.

Central Foundry operates as part of GM's Mechanical Components Group.

Downtime by Ford slices last week's truck production

Overtime at four assembly points, the return of General Motors' heavy-duty and medium-duty lines at Pontiac, Mich., plus an added shift at GM's Detroit point last week weren't enough to offset downtime at Ford Motor's Louisville facility. Domestic-truck production fell slightly from the previous week's total.

The makers targeted output last week at 41,396 units, down from 41,598 built the previous week, but up 14.66 percent from 36,104 produced in the comparable 1982 period.

Year-to-date, the manufacturers have finished 205,922 units, a 10.21 percent gain over last year's 186,847.

Ford's Louisville facility closed last week (Feb. 7) due to overstocked inventory.

Volkswagen of America's Westmoreland point remains idle. Production at the plant, down since last June 28, are slated to resume Feb. 21.

Operations resumed last week at GM's Pontiac facility. The heavy-duty and medium-duty lines at the plant were idle one week for inventory control.

GM's Pontiac S-truck line and its Janesville and St. Louis facilities worked six days last week.

Daily overtime was scheduled at Chrysler Corp.'s Warren point. The plant operated a daily nine-hour shift last week.

Production of specialty commercial vehicles at the GM Detroit facility was upped last week from 17 units an hour on one shift to 20 units an hour on two shifts. About 60 workers will be called back from indefinite layoff.

Also at GM, a second shift at the company's St. Louis point is scheduled to resume Feb. 28, with a production rate of 28 commercial vehicles per hour on both shifts. About 900 workers will return from indefinite layoff.

Beginning March 11, van assembly at GM's Lordstown facility will be upped from 24 units an hour on two shifts, to 29 units an hour on two shifts. About 300 employes will return as a result.

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 12, 1983	Week Ended Feb. 13, 1982	Week Ended Feb. 5, 1983	Feb. to Date	Jan. 1 to Feb. 13, 1982	Jan. 1 to Feb. 12, 1983
CHEVROLET	15,651	12,698	14,461	27,220	71,308	75,480
DODGE	2,700	24	2,618	4,794	10,951	10,230
FORD	13,370	13,741	17,070	27,026	52,714	75,325
GMC	5,425	4,602	3,943	8,579	25,964	25,513
INTERNATIONAL	1,030	1,150*	1,019	1,845	6,639	5,401
VOLKSWAGEN	.....	689	.....	.....	2,708	.....
JEEP	2,170	1,750*	1,437	3,320	7,963*	7,673
AM GENERAL	50*	50*	50*	90	200*	300
MISCELLANEOUS	1,000*	1,400*	1,000*	1,800	8,400*	6,000
Total Trucks, U. S.	41,396	36,104	41,598	74,674	186,847	205,922

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 12, 1983	Week Ended Feb. 13, 1982	Week Ended Feb. 5, 1983	Feb. to Date	Jan. 1 to Feb. 13, 1982	Jan. 1 to Feb. 12, 1983
CHRYSLER CORP.	2,652	2,006	2,200	11,251	9,410	15,714
FORD MOTOR	3,040	335	172	6,579	7,189	9,791
GENERAL MOTORS	4,360	5,447	4,440	16,837	24,403	24,520
INTERNATIONAL	.....	240	266	590	1,362	802
Total Trucks, Canada	10,052	8,028	7,138	35,257	42,364	50,827
N. American Trucks	51,448	44,132	48,736	109,931	229,211	256,749

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Feb. 12, 1983	Week Ended Feb. 13, 1982	Week Ended Feb. 5, 1983	Feb. to Date	Jan. 1 to Feb. 13, 1982	Jan. 1 to Feb. 12, 1983
AMERICAN MOTORS	3,960	1,550*	2,987	6,350	5,529*	20,691
AMC Total	800	.....	.....	800	.....	2,457
Concord	.....	.....	.....	.....	.....	3
Eagle	800	.....	.....	800	.....	2,454
Renault Total	3,160	.....	2,987	5,550	.....	18,234
Alliance	3,160	.....	2,987	5,550	.....	18,234
CHRYSLER CORP	15,750	5,805	15,120	27,845	46,576	71,124
Plymouth Total	5,950	2,656	5,437	10,299	20,554	25,592
Horizon	2,000	.....	1,414	3,131	6,153	7,420
Reliant	3,900	2,656	3,925	7,040	14,401	17,891
Caravelle ('83)	50	.....	98	128	.....	281
Chrysler Total	3,600	1,103	3,500	6,400	7,893	17,802
LeBaron	1,900	1,103	1,674	3,239	7,893	9,486
Chrysler E-Class	1,700	.....	1,826	3,161	.....	8,316
Dodge Total	6,200	2,046	6,183	11,146	18,129	27,730
Omni	1,900	.....	1,984	3,487	5,186	8,060
Aries	3,000	1,724	2,703	5,162	10,279	13,081
Dodge 400	500	322	706	1,065	2,664	3,015
Dodge 600	800	.....	790	1,432	.....	3,574
FORD MOTOR	31,527	7,926	23,501	50,328	55,474	141,359
Ford Division	21,192	3,027	14,615	32,884	28,530	87,550
Escort	5,899	1,757	1,423	7,037	12,541	20,430
Fairmont	2,874	.....	3,314	5,525	3,084	18,108
Mustang	3,281	.....	1,462	4,467	4,311	11,363
LTD/Granada	3,740	1,270	4,271	7,157	5,833	20,339
Thunderbird	3,532	.....	2,895	5,848	2,528	10,540
Crown Victoria/Ford	1,866	.....	1,019	2,681	.....	6,452
EXP	.....	.....	211	169	233	318
L-M Division	10,335	4,899	8,886	17,444	26,944	53,809
Mercury Total	8,272	2,481	6,862	13,762	16,477	41,438
Lynx	1,487	443	303	1,729	3,502	5,426
Capri	793	.....	577	1,254	1,020	2,772
Zephyr	1,227	.....	1,381	2,332	1,472	6,298
Marquis/Cougar	1,360	730	1,320	2,416	3,429	7,025
Cougar/XR7	1,363	.....	1,277	2,385	737	4,631
Gr. Marquis/Marquis LN7	2,042	1,308	1,907	3,568	6,235	15,142
	.....	.....	97	78	82	144
Lincoln Total	2,063	2,418	2,024	3,682	10,467	12,371
Continental ('82)	413	483	404	736	2,623	2,470
Lincoln	885	980	870	1,581	4,186	5,460
Mark VI	765	955	750	1,365	3,658	4,441
GENERAL MOTORS	65,316	55,587	68,233	119,903	290,020	396,064
Buick Division	13,912	16,142	16,958	27,478	69,247	96,319
Skylark	290	3,045	2,862	2,580	8,942	9,761
Skyhawk J	1,380	2,091	1,413	2,510	7,327	8,719
Century	3,172	2,628	2,680	5,316	13,921	16,605
Regal	4,230	4,773	4,846	8,107	17,203	31,629
Buick	4,180	3,193	4,473	7,758	19,247	25,411
Riviera	660	412	684	1,207	2,607	4,194
Cadillac Division	6,625	5,476	6,440	11,777	28,249	41,007
Cimarron	585	.....	444	940	493	3,049
Seville	930	511	826	1,591	1,908	3,993
Eldorado	1,510	1,510	1,567	2,764	5,837	9,563
Cadillac	3,600	3,455	3,603	6,482	20,011	24,402
Chevrolet Division	20,824	9,728	16,847	34,302	73,688	112,097
Chevette	4,173	.....	3,323	6,831	3,333	21,382
Cavalier	3,539	.....	2,677	5,681	13,469	18,460
Celebrity	1,122	621	864	1,813	4,993	7,745
Camaro	3,781	3,705	3,197	6,339	20,815	22,265
Citation	2,511	.....	2,076	4,172	14,249	13,538
Malibu	2,434	2,742	2,185	4,182	6,030	13,892
Monte Carlo	1,914	1,633	1,440	3,066	5,251	9,895
Chevrolet	1,150	421	979	1,933	2,124	4,484
Corvette	200	606	106	285	3,424	436
Oldsmobile Division	17,306	18,207	20,541	33,739	83,142	106,423
Omega	.....	1,430	2,565	2,052	7,549	6,548
Firenza	790	2,499	735	1,378	13,342	4,337
Cutlass	5,100	4,738	6,140	10,012	17,648	32,521
Cutlass/Ciera	4,216	3,051	3,872	7,314	9,274	17,295
Oldsmobile	6,440	5,498	6,413	11,570	31,636	40,857
Toronado	760	991	816	1,413	3,693	4,865
Pontiac Division	6,649	6,034	7,447	12,607	35,694	40,218
Acadian†	.....	.....	240	192	.....	1,217
2000	1,379	.....	2,067	3,033	1,838	9,718
1000	925	.....	841	1,598	240	4,530
Firebird	1,765	2,193	1,451	2,926	11,301	9,460
Phoenix	820	578	790	1,452	3,906	3,785
G. Prix/B'ville ('83)	1,760	3,263	2,058	3,406	18,409	11,508
A6000	.....	.....	.....	.....	.....	.....
HONDA*	400	.....	382	706	.....	1,895
VOLKSWAGEN	2,350	3,435	.....	2,350	14,070	11,794
CHECKER	.....	100*	.....	.....	400*	.....
Total Cars, U. S.	119,303	74,403	110,223	207,482	412,069	642,927

CANADIAN CAR PRODUCTION

	Week Ended Feb. 12, 1983	Week Ended Feb. 13, 1982	Week Ended Feb. 5, 1983	Feb. to Date	Jan. 1 to Feb. 13, 1982	Jan. 1 to Feb. 12, 1983
AMERICAN MOTORS	.....	610	973	3,093	2,530	3,875
CHRYSLER CORP.	4,512	3,870	3,814	17,285	18,600	24,843
FORD MOTOR	480	3,601	3,848	17,017	15,693	20,658
GENERAL MOTORS	8,932	9,121	8,694	35,050	40,104	51,099
VOLVO	225	225	225	900	1,349	1,350
Total Cars, Canada	14,149	17,427	17,554	73,345	78,276	101,825
N. American Cars	133,452	91,830	127,777	280,827	490,345	744,752
N. American Trucks	51,448	44,132	48,736	109,931	229,211	256,749
North American Cars and Trucks	184,900	135,962	176,513	390,758	719,556	1,001,501

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.
*—Honda figures are estimated. Actual Honda production totals will be released next Spring.

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Automotive News

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Joint venture to build subcompacts in California plant

GM-Toyota auto to bow as a 1985 model

By Jim Plegue
Staff Writer

Automotive giants General Motors and Toyota Motor Co., after more than 11 months of secret negotiations, inked an agreement last week to jointly produce 200,000 subcompact cars per year for Chevrolet at GM's idle Fremont (Calif.) assembly plant.

The pact, signed by representatives of both firms at the Fremont facility late last week, calls for the establishment of a jointly owned company to build front-drive cars during the 1985 model year, which begins in late 1984.

It is a 12-year agreement. Cost for setting up the venture has been estimated by some sources at $300 million, split equally between the two auto makers.

Each company will appoint an equal number of members to the new firm's board of directors, but, under terms worked out between the auto makers, Toyota will name the president and chief executive officer of the company.

Sources in Japan last week hinted that Tatsuro Toyoda, younger brother of Toyota President Shoichiro Toyoda, is a likely candidate for that position.

• In GM's announcement last week, Chairman Roger Smith said the Fremont-built car "is not a copy of any car being offered in this country. It will be a specific design for Chevrolet."

Toyota Chairman Eiji Toyoda denied reports that the car would be Toyota's new front-drive Corolla model, but sources in Japan and the U. S. have suggested the Fremont model will be a sister car to the new Corolla. It is said to be an upscale version called the Splinter, which shares common componentry with the new Corolla. The new Corolla has been introduced in Japan. U. S. Toyota dealers receive the car this fall.

A senior Toyota official said last week that excess capacity from the Fremont plant could also be sold by Toyota. The plant will have capacity to build 300,000 units annually, GM said.

Smith said the production venture would provide as many as 12,000 U. S. jobs, about 3,000 at the Fremont plant and the balance at support facilities. As part of the GM-Toyota pact, a stamping plant is to be built adjacent to Fremont.

Announcement of the GM-Toyota deal brought a swift response from Lee Iacocca, Chrysler Corp. chairman, who said the agreement will "create the world's most powerful automotive combine and raises grave questions about its long-term effects on the U. S. car market."

• The GM-Toyota car will have 50 percent foreign content, a situation which could eliminate 50,000 automotive and supplier jobs, Iacocca said.

"The impact of this arrangement — and the follow-on deals that could be made if this one is permitted to stand — will be so severe that a full examination by both governments is absolutely essential," he said in a statement issued within hours of the GM announcement.

The Federal Trade Commission, which shares enforcement of antitrust laws with the Department of Justice, "has been monitoring developments," according to a spokesman.

Ford Motor Co., at presstime, had made no official response to the GM-Toyota deal. A spokesman did confirm, however, that Ford, acting on an FTC request, had supplied the federal agency with documents that deal with the competitive nature of the auto industry.

Chrysler Corp. officials, too, have been questioned by FTC investigators on the GM-Toyota deal, a company spokesman said.

U. S. Trade Ambassador William Brock said "the FTC would, of course, have to decide the is-

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GM-Toyota: Blazing topic

By Al Fleming
Industry Editor

LAS VEGAS.—Nearly matching predictions of stronger new-car sales as the hottest topic of conversation at the 66th annual NADA Convention & Exposition here last week was the agreement by General Motors and Toyota to start joint production of small cars in the U. S. in the 1985 model year.

In an impromptu interview following an Automotive Hall of Fame luncheon, GM Chairman Roger B. Smith said the front-wheel-drive car, to be assembled at a plant in Fremont, Calif., "will be 50 percent local content."

He added that the assembly plant will start to turn out cars at an annualized rate of 200,000 units, "and within a couple years could reach 300,000 — it

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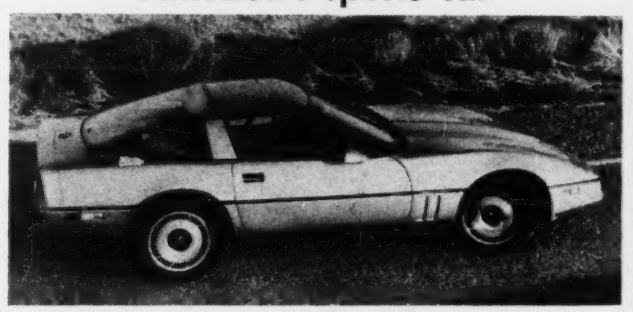
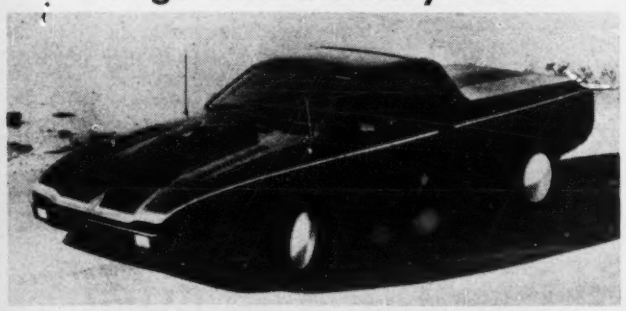
America's sports car



All-new Corvette bows nationally April 21

The 1984 Chevrolet Corvette, the first all-new version of the fiberglass two-seat sports car in 15 years, will bow nationally on April 21, except in California where it debuts March 24. The new Vette is wider, shorter and about 250 pounds lighter than its predecessor. Story and another picture on Page 6.

Dodge with a Shelby touch



Street Fighter on a Rampage

The Shelby Street Fighter, a concept vehicle based on a 1983 Dodge Rampage pickup, features fold-away headlamps, ground effect skirts, car dam and spoiler, unique paint and tape, a four-color rendition of the Dodge Ram logo on the hood scoop and a supercharged 2.2-liter engine. Dodge has no intention of building a similar production model, a spokesman said.

Market comeback is forecast at upbeat NADA convention

By Al Fleming
Industry Editor

LAS VEGAS. — You can't place a bet on it in the gambling casinos. But just about everyone attending the 1983 NADA Convention and Exposition here last week was willing to wager that the new-car market has ended a prolonged slump and is heading upward this year.

The optimists included dealers, factory officials, automotive trade association representatives and exhibitors, most of whom seemed to agree with the NADA forecast of a 10-percent climb in new car and truck sales in the 1983 calendar year.

The convention itself reflected the new upbeat mood. The opening session of the four-day program packed the Rotunda auditorium of the Las Vegas Convention Center. Despite an East Coast snow storm that kept some intended conventioneers from flying westward, total attendance was estimated at 14,000 at the kickoff program, which featured speakers George W. Lyles, outgoing 1982 NADA president, and Lee A. Iacocca, chairman of Chrysler Corp. and convention keynoter.

Although sales volume for the industry was disappointing in 1982, Lyles said individual dealers averaged higher profits than in 1981, and profit as a percentage of sales also was higher.

"Still, I wouldn't be satisfied to classify 1982 as a goal for the future," Lyles added. "Profits still need to be improved."

As Iacocca has done many times before, he called interest rates "the single biggest obstacle standing between this country and economic recovery." He added: "Fix the interest rate problem and we get cars and houses moving again. Get cars and houses moving again, and we get this country moving again."

Iacocca said that although he sees some "silver linings" in the economy and auto market, the key is consumer interest rates. "They must continue to come down or the market will abort," he said.

Norman D. Lean, senior vice president and chief operating officer of Toyota Motor Sales U.S.A., speaking at the Automotive Hall of Fame luncheon, predicted that "the auto recovery should be robust."

He forecast new-car sales will rise to about 9.1 million units this year, and that the increase during a period of reduced interest rates and controlled inflation "will also permit a substantial improvement in dealer and manufacturer profits."

Import dealers will have less to cheer about this year than their domestic counterparts,

Continued on Page 42, Col. 1

breaking news

T-bird flies high, Ford says

DETROIT.—Ford Division claims close to 50,000 advance orders on its new Thunderbird, which was introduced with splashy helicopter landings in a number of cities and merchandising tie-ins with Delta Airlines.

Chrysler stock-swap wins tentative OK

DETROIT. — Chrysler Corp. announced that holders of more than 80 percent of its 1981 series preferred stock gave preliminary approval to its recapitalization plan, under which their preferred stock holdings would be reclassified as common stock. Approval by holders of two-thirds of the issue is one condition of the plan. Several other conditions are still to be met.

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190 companies occupy record amount of floor space

NADA exhibitors cite positive mood

By Francis J. Gawronski
Service Editor

LAS VEGAS. — If the attitude of dealers and exhibitors at NADA's 66th Annual Convention and Exposition here can be used as a barometer, the long-awaited turnaround in the automotive industry may indeed be "just around the corner."

Some 14,000 dealers and their wives, exhibitors and management personnel registered for this year's NADA convention and exposition, according to Steve Pitt, show director.

"We are very pleased and surprised by this year's convention," Pitt said. "After last year's 10,000 registrations in Atlanta, we bit the bullet a little and projected 13,000 total registrations for this year's show because we sensed the economy was coming around.

"But the 14,000-plus registrations was a pleasant surprise," Pitt said. "In Atlanta last year, we had 2,200 over-the-counter registrations, which included a lot of Eastern dealers who came to the convention for the first time. This year we had a record 2,700 over-the-counter registrations as of yesterday (Monday) and it could top 3,000."

Pitt said the record total attendance at an NADA convention was set in 1979 when 19,000-plus registrants were counted.

"When you have some 4,000 fewer dealers in the country, the registrations total at this year's show tells you something about the convention," Pitt said. "The dealers are attending the workshops and taking a lot of good information back to their dealerships."

Pitt said that more than 3,000 dealers and 1,000 dealership management personnel attended this year's show.

The show attracted 190 exhibiting companies which occupied a record 113,000 square feet of floor space. Some 50 companies were on the waiting list, according to Pitt.

All show functions, especially the workshops, were well attended by the dealers.

The word most frequently used by exhibitors to describe the attitude of the dealers at this year's convention was "positive."

As at past NADA shows, booths featuring computerized systems and other equipment designed to simplify dealership operations and cut costs attracted the most traffic.

Jack Proud, general sales manager of Dealer Computer Systems, Reynolds & Reynolds, Dayton, was elated about this year's exposition.

"The shows in Los Angeles and Atlanta were good but they were nothing like what we experienced here," he said. "The traffic and the interest in our product was the greatest since we have been coming to this show.

"The dealers' attitude is positive and they are looking for simple solutions to complex problems," Proud said. "They are turning to computers."

Proud called the dealers attending the show "survivors" and "winners."

"We could have doubled the number of people in our booth and it still wouldn't have been enough to handle the traffic," Proud said. "Our orders are significantly up over last year."

• Anders B. Eklov, president of Oakleaf Corp., in Chatsworth, Calif., reported that his sales staff wrote more business in the first two days of this year's show than they did during all of last year's show.

John L. Person, vice president of sales and marketing at Display Data Corp., Hunt Valley, Md., said, "The show has been very good and has generated a lot of customers and prospects. The general attitude of the attendees has been positive and upbeat.

"The business we are doing on the floor has been up dramatically over last year," he said. "The dealers are very interested in total-service computer systems."

Toby Schaeffer, vice president, Lease It Division, First Pennsylvania Bank, Ft. Washington, Pa., said, "So far, we are doing twice as well as last year. Dealers are a lot more interested in leasing programs.

"They also seem to have a tremendous amount of optimism in the future and the automotive outlook," Schaeffer said.

Jack Taylor, president of Telegenix, Cherry Hill, N. J., said the show was "super."

"I am really pleased at the upbeat attitude of the dealers at this year's show," he said. "Dealers are not talking about how to survive anymore, but how to improve and make their operations better.

"The opening-day turnout was excellent. We had twice as many people stopping by our booth as we anticipated," Taylor said. "This is our third show, but it is by far the best. We will be back next year."

• Daniel Richardson, of Shure Mfg. Corp., St. Louis, termed the opening-day traffic "terrific."

"The show was better and the dealers more serious than last year in Atlanta," Richardson said.

Robert Schleeter, president of Broadway Equipment Co., Inc., Minnneapolis, also was jubilant about the show.

"Super. Best show yet. Perfect," he said when asked how he rated this year's event.

"The opening-day crowd was

Continued on Page 44, Col. 4

Subaru launches big recall to fix seat backs

WASHINGTON. — Subaru of America, Inc., at the urging of NHTSA, will mount a safety recall campaign of 84,253 1980 vehicles to replace the seat-back frame on the driver's side.

Involved are DL, GL and GLF models, which include hatchbacks, sedans, hardtops and station wagons as well as four-wheel-drive vehicles.

NHTSA started an engineering analysis last June after receiving seven complaints. It said it has had one report of an accident but it added, Subaru has received almost 300 complaints.

Seat-back frames in the affected vehicles, according to NHTSA, have inadequate weld joints. When the welds break, the seat back can twist and bend potentially causing the driver to lose control.

Subaru did not estimate the cost of the recall, but a spokesman said, "It's going to be expensive."

Chrysler offers buyers an option on rebate

By Joseph Bohn
Marketing Editor

Chrysler is offering buyers the option of taking a rebate instead of 11.9 percent financing for the Feb. 14-March 31 period. The rebates apply to '82 and '83 models.

In doing so, it wants to broaden its appeal to cash buyers and those who arrange their own financing. Normally, cash buyers comprise up to 25 percent of the market and, for them, low-interest financing has little appeal.

Also, Chrysler stands to save money if a buyer goes for the rebate instead of the financing. According to one knowledgeable source, it costs about $85 to $95 per $1,000 of financing to subvent interest rates to their current 11.9 percent level.

This would work out to $475 to $500 on a $5,000 contract, for example.

The new Chrysler rebates generally range from $300 to $400.

Under the new program, buyers can take rebates of $300 on L-bodies, including Omni/Horizon, Charger / Turismo, TC 3/024.

Other models, including Aries / Reliant, LeBaron/Dodge 400, Gran Fury/Diplomat, Cordoba/Mirada, New Yorker (including the 83½ front drive as well as Fifth Ave. rear drive), Ram Van, wagons and Voyager come in for $400 rebates.

The Imperial has a $1,000 rebate. The import cars — Colt/Champ and Sapporo/Challenger —get $300 rebates, as does the '83 Ram 50 and Power Ram 50.

The '82 versions of the Ram 50 pickups are covered under a previously announced program on trucks, "Ram Tough Value Days," which gives both rebates and 11.9 percent financing, as well as various dealer/sales person incentives.

There is sold-order protection covering vehicles ordered by Feb. 28 or delivered by March 31.

There are no dealer contributions to this alternate consumer program.

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58th year — No. 4955

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Toyota Camry to be unveiled in Chicago

The Toyota Camry, an all-new front-drive replacement for the Corona series, will bow at the Chicago Auto Show, Feb. 26. Camry will be available in four-door sedan and this five-door liftback model with Deluxe or LE trim. Power comes from a 2.0-liter SOHC fuel-injected four-cylinder engine.

Yawns greet extension of Japanese quota

WASHINGTON.—Japan's unexpected early announcement that it would extend the current limitations on its export of automobiles to the U. S. for another year appears to have caught much of official Washington and the U. S. auto industry with little to say.

The existing agreement expires April 1.

At the UAW, from where pressure has been the greatest to do something about "the Japan problem," Don Stillman, Director of Government and International Affairs, said the UAW would have no comment on the announcement.

At the Big Three, similar silence was the case.

On Capitol Hill, the move by the Japanese had Rep. Richard Ottinger, the New York Democrat and chief sponsor of the UAW-backed local-content legislation that passed the House last year, saying he "would prefer not to comment."

His cohort, Rep. John Dingell, Michigan Democrat, said he "didn't think the agreement went far enough," however, and said he intends to press ahead with local-content legislation.

Michigan's senators, Democrats Carl Levin and Donald Riegle, were also disappointed. Levin chose to be philosophical about it though, saying that "a half a loaf is better than none."

Levin would like to see a two-year extension and a reduction in the total number of vehicles allowed.

Riegle said the one-year extension was "good news" for the U. S. auto industry but only if interest rates continue to fall and car sales rebound.

"Our trade negotiators should have pressed for more," he said.

U. S. Ambassador for Trade William Brock, meanwhile, said at a press briefing that he was pleased by the announcement, but he noted in response to a question that it would be "highly inappropriate" should there be a surge of Japanese imports after the voluntary restraint arrangement expires.

Dodge joins the lineup for spring football ads

By Joseph Bohn
Marketing Editor

DETROIT. — Dodge joined Chevrolet truck and Buick as a sponsor on ABC's United States Football League telecasts.

Dodge will get nine regular season games and one playoff—identical to Buick's participation—and the two share sponsorship of the league championship game, July 17.

Dodge has also been designated the "official car" and "official truck" of the USFL. Dodge dealers will choose one player and one coach from the 12 teams in the league as Dodge "Man of the year" and "Coach of the year."

As part of the association between Dodge and the League, the USFL will give away 108 Dodge Chargers.

One Charger will be given away to a fan at each team's nine home games. The method of giveaway will be determined by the USFL and the individual team.

The USFL and Dodge will also share in 30-second charitable TV spots on behalf of the Statue of Liberty, Ellis Island Foundation, Inc. Chrysler Chairman Lee Iacocca heads up Foundation efforts to restore the landmarks.

The USFL and its teams agreed to give the Foundation one cent for each ticket the 12 teams sell.

The agreement between Dodge and the USFL also allows the division exclusive use of the USFL League and teams' logos and names in advertising and sales promotion, except where a team has already made prior arrangement.

During the USFL's regular season and playoff games, Dodge will have six minutes' commercial time. The messages will be split between Dodge cars and trucks, both import and domestic, and local dealer associations.

Originally, Nissan, Chevrolet truck and Buick were given first sponsorship crack at the USFL on the basis of being Monday Night Football League sponsors on ABC. But Nissan declined, opting for sponsorship of the USFL on the Entertainment Sports Programming Network (ESPN).